



JUST ARRIVED!  
LOADS AND  
LOADS OF THE  
VERY NEWEST  
SPORTSWEAR  
FASHIONS TO  
WEAR NOW TO  
SUMMER...  
PRICED LOW!

# Sportswear by Blue Bell

## Jeanie Blouses & Shorts



Washable, sanforized, comfort-cool, novelty shorts and stylish blouses in a myriad of sun-splashed colors and smart patterns. Perfect for the sunny days.

GIRLS' BLOUSES 7-14	1.39	SHORTS 7-14	1.49
MISSSES' BLOUSES 10-20	1.49	SHORTS 10-20	2.49

# at Sav-on

Illustrated below are just a few of the items that we have on hand from the nation's leading advertiser of work and play clothes. All items carry a "Qualitag" containing an unconditional guarantee. They are all sanforized and plainly marked for size and washing instructions. You will also receive Blue Chip Stamps on every piece of sportswear.

My Brand is  
**MAVERICK**  
PARDNER

## BOYS' WESTERN JEANS

Sanforized 13 $\frac{1}{2}$ -oz. Cotton Denim

Jam-proof zipper and reinforced at all strain points.

SIZES: 4-12

1.98



more beauty... less care

## Jeanie BLOUSE



Cool, comfortable, sleeveless. Dan River wrinkle-shed cotton; Dridon finish; wash-and-wear; pre-shrunk.

MISSSES' 10-20 1.49

Slim and trim...

## Jeanie

## Pedal Pushers

Large assortment of polished cotton cords, poplins and sateen. Plaids, stripes and solid colors.

MISSSES' 10-20 2.49

GIRLS' 7-14 1.98



## Deck Pants (CALYPSO)

Sanforized cotton canvas duck with braid side trim, rope belt and belt loops. Flapped watch pocket, front zipper.

MISSSES' SHORTS or PANTS 10-20 2.98

GIRLS' SHORTS or PANTS 7-14 2.69

BOYS' SHORTS or PANTS 6-18 2.49



For easy wear...  
**Jeanie**  
coordinates



Scoop neck blouse in striped cotton. With it, plain shorts with turned cuff. Blue shorts, assorted color blouses.

SHORTS 2-6X	1.29
BLOUSES 2-6X	98c

Be cool and comfortable...  
**BLUE BELL**  
**Jeanie**  
jamaicas



## ALL WEATHER FAVORITE! SEDFIELD SPORT JACKET

BOYS' 6-18	2.98
MEN'S	3.79

All cut from sturdy but smart contemporary fabrics that will fill the demand for casual wear.

## Sedgefield Boxer Shorts



Sanforized, vat-dyed cotton twill with full elastic band. Colors.

BOYS' 3-6 98c

## Sport Shirts



So good looking and comfortable. Wash-and-wear in assorted patterns, designs and colors. All are short sleeve.

TODDLER 3-6 98c

BOYS' 6-18 1.39

MEN'S S-M-L 1.79

The versatile shorts to match with any blouse in cotton cord, poplin and many more. Assorted colors.

GIRLS' 7-14	MISSSES' 10-20
1.98	2.49

## Boxer Longies

Tough, thrifty and tailored to fit growing tots. Full elastic waistband and 3 patch pockets. Reinforced at strain points. 2-6x.

98c

## Easter Gifts



## Evening in Paris COLOGNE

Regular 1.00 Cologne  
Free Purse Perfume...  
Both for

1.00

## HOUBIGANT "Flatterie"

Eau de Toilette in attractive spray bottles with gift atomizer.

4.75 and 3.00



## "Little Lady" Set

4-oz. Toilet Water, vanity bottle and atomizer plus funnel. Gift boxed.

2.00



## "Little Lady" Hand Lotion

Creamy pink hand lotion in four-ounce bottle with easy-to-use dispenser.

1.00



## BLANCHARD "Parfums"

4-oz. "Bouquet Concentrate" with Free 2.00 Purse Flacon containing 1/4 oz. perfume.

2.50



## Ladies' Gift Hosiery

NEW! Seamless Mesh—Sheerer than sheer micro-film mesh with reinforced heel and toe or demi-toe. Extra, longer wear. 89c

Seamless—Beautifully sheer with no worry about twisted seams. 89c

60 gauge 15 denier—Self-color pencil line seams, narrow heels. 79c

These nylons come in all sizes and the latest shades.

